



# Have a Customer Focus

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Understand the selling process  
and the importance of customer  
service.



# Personal Selling

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# The Selling Function

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- The selling function includes
  - Assisting customers with purchases
    - The salesperson is a trained individual who should be able to answer questions, inform customers about new products, and direct customers to the products they are seeking.
  - Ensuring customer satisfaction
    - The salesperson must ensure that customers are satisfied with their entire shopping experience.



# The Selling Process

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- An effective sales presentation is an eight-step process.
  - Prepare for the sale – the pre-approach
  - Approach the customer
  - Determine needs
  - Present the product
  - Handle questions and objections
  - Close the sale
  - Use suggestion selling
  - Follow up



# Pre-Approach

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- The Pre-approach involves preparing for the sale. You should know your store, your products, and your customers.
  - A sales person should gain proper product knowledge which includes
    - Identifying products that relate to other items in the store
    - Learning how the product is constructed and what it is made of
    - Knowing the brands that are sold in the store



# Approach

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- The approach involves greeting the customer and capturing the customer's attention. One of the purposes of establishing a relationship with a customer in the beginning of the selling process is to gain the customer's confidence
- The four types of approaches are:
- **Greeting Approach** – The salesperson welcomes the customer to the store.  
Example: "Good morning."
- **Service Approach** – The salesperson asks the customer if he or she needs assistance.  
Example: "How may I help you?"  
**Open-ended question** requires more than a "yes" or "no" response from the customer.
- **Merchandise Approach** – The sales person makes a comment or asks questions about a product in which the customer shows interest.  
Example: "Are you interested in a specific color?"
- **Combination** – Involves using two or more approaches.  
Example: "Welcome to our store. What can I assist you with today?"



# Determine Needs

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- During the determining the needs phase the salesperson is learning what the customer is looking for in a good or service in order to decide what products to show and which product features to present first. The salesperson can determine the needs through
  - Observation (nonverbal communication)
  - Questioning
  - Listening



# Present the Product

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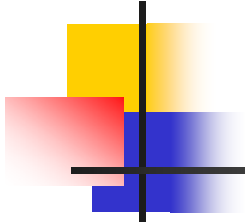
- During the presentation phase of a sale, the salesperson shows the product(s) that matches the customer's needs and wants that have been determined during the prior phase. The salesperson educates the customer about the product's features and benefits.
  - **Features** – a physical characteristic of the product.
  - **Benefit** – the advantage the customer will gain from this feature.
- Matching product characteristics to a customer's needs and wants is known as feature-benefit selling





# A Feature-Benefit Chart for AT&T Calling Cards

Feature	Benefit
.07 per minute charge	Cards are inexpensive, making long distance calls affordable
Can be used anywhere in the world	Easy for customer to use at home or at another location
Can be purchased at locations such as WalMart	Easy for the customer to have access to the card
Customer can add minutes to the card at any time	The customer doesn't have to buy a new card, only add minutes at his/her convenience.



- Effective sales presentations include factors such as
  - How to display and handle the merchandise
  - What information to include for the customer
  - Proper demonstration of the product
  - Use of sales aids
  - Involvement of the customer in the product presentation



# Handling Questions and Objections

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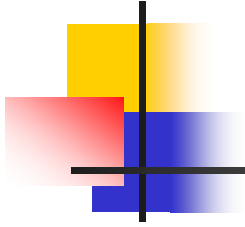
- Overcoming objections involves learning why the customer is reluctant to buy, providing information to remove that uncertainty, and helping the customer to make a satisfying buying decision.
  - **Excuses** are insincere reasons for not buying or not seeing the salesperson.
  - **Objections** are concerns, hesitations, doubts, or other honest reasons a customer has for not making a purchase.



# Common Objections

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- **Need** – An objection based on the actual need for the product.
- **Product** – An objection based on the product itself which could include color, size, or style.
- **Source** – An objection often based on negative past experiences with the firm or brand.
- **Price** – An objection based on the price of the item. Usually seen with high-quality, expensive merchandise.
- **Time** – An objection based on a hesitancy to buy the product immediately.



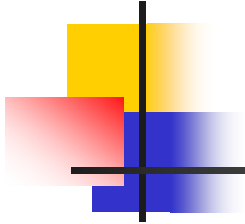
- Handling objections is a four step process.
  - Step 1 Listen carefully to the customer.
  - Step 2 Acknowledge the objection.
  - Step 3 Reword and restate the objection.
  - Step 4 Answer the objection.



# Close the Sale

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- Closing the sale takes place when the customer agrees to buy the product you have for sale. Timing is crucial for this step. If done too soon, the customer may feel rushed and leave. If done too late, the customer already may have left.
- Watch for buying signals such as facial expressions or favorable comments about the product.



- When closing the sale
  - If you think the customer is ready to make the purchase, stop talking about the product.
  - Help the undecided customer by summarizing the main features and benefits.
  - Don't rush the customer.
  - If you don't close the sale, try to uncover any customer objections that you may not have addressed.



# Suggestion Selling

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- Suggestion selling encourages the customer to purchase additional goods or services.
  - Related Merchandise includes products that complement what the customer is purchasing.
  - Larger Quantities – can be used when a customer is buying an inexpensive item





# Follow-up

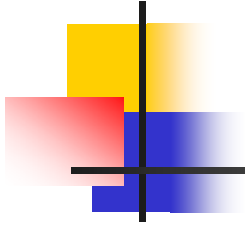
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- Used to monitor customer satisfaction
- Used to build customer loyalty
- Opportunity to correct problems with dissatisfied customers



# Customer Services

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- Customer services can be a big factor in gaining repeat business. These services can include
  - Credit – allows a customer to “buy now and pay later”
  - Gift Wrap
  - Delivery
  - Special Orders
  - Gift Certificates
  - Coupons
  - Other Services – examples might be catering or stamp cards for free purchases



# Benefits of Customer Service

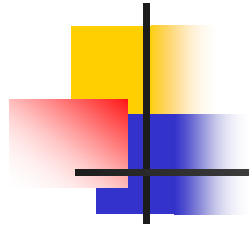
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- The ultimate goal is to create loyal, repeat customers.



# Selling Policies

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# Importance of Selling Policies

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- Policies – established procedures that keep the store functioning in an orderly manner. The purpose of store policies can include
  - Increase the store's profitability
  - Alleviate pressure involved with decision making



# Types of Selling Policies

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- Pricing Policies
  - Merchandise Discounts for special groups of people
  - Damaged Merchandise procedures
- Return Policies
  - Exchange – merchandise brought back to be replaced by other merchandise
    - Even exchange – merchandise is traded for merchandise of an equal value
    - Uneven exchange – exchange for a different product at often a different price
- Deliver Policies
- Selling Process Policies